

ECONOMIC DEVELOPMENT AND BUSINESS SUPPORT

PROGRAMS

	2011-12 Actual	2012-13 Budget	2013-14 Adopted	2014-15 Projected
Economic Development				
Provides assistance to businesses seeking to expand or relocate in Greensboro; serves as City representative/liaison in the local, regional and state economic development organizations; monitors and provides local business condition information. This budget represents the City's economic development incentive program expense.				

<i>Appropriation</i>	1,156,014	902,605	1,028,353	644,024
<i>Full Time Equivalent Positions</i>	1	1	1	1

Business Support

Provides planning and operations support to startups and existing small businesses located in Greensboro. Activities include business consultations and referrals to community small business resources, assistance in securing City required licenses and permits, education and counsel on compliance with local ordinances and procedures for doing business with the City, communication of relevant opportunities and events, and serves as a staff liaison between small businesses and City departments. Additionally, the staff advocates for inclusion on behalf of MWBE businesses and assists in the statewide certification process.

<i>Appropriation</i>	1,944	305,131	325,641	335,723
<i>Full Time Equivalent Positions</i>	2	3	3	3

Departmental Strategies

- Create at least 20 jobs through \$1 million loan pool program.
- Complete economic impact analysis with recommendation within 2 weeks of request for incentives.
- Consult with 25 existing or new businesses/entrepreneurs.
- Develop and distribute an annual business survey.
- Elevate community understanding of City rules and regulations in relation to the creation and operation of a small business.
- Connect small businesses to resources and assistance to help start, improve, or expand operations.
- Improve the reach and effectiveness of EDBS communication and outreach.
- Increase collaboration between City departments to improve the climate for small business success in the city.

PERFORMANCE MEASURES

	2011-12 Actual	2012-13 Budget	2013-14 Adopted	2014-15 Projected
<u>Workload Measures</u>				
• Total number of walk-in inquiries for business support services	N/A	2	2	2
• Number of calls to 373-CITY business line	N/A	N/A	N/A	N/A
• Number of face to face visitations with small business owners	N/A	N/A	N/A	N/A
<u>Efficiency Measures</u>				
• Number of weeks to respond to economic incentive requests	N/A	2	2	2
<u>Effectiveness Measures</u>				
• Percentage of businesses seeking assistance satisfied with services provided	N/A	N/A	N/A	N/A
• Number of existing or new businesses/entrepreneurs staff consulted with on projects	N/A	140	25	25

BUDGET SUMMARY

	2011-12 Actual	2012-13 Budget	2013-14 Adopted	2014-15 Projected
Expenditures:				
Personnel Costs	240,479	350,922	373,454	386,737
Maintenance & Operations	1,236,867	856,814	980,540	593,010
Capital Outlay	0	0	0	0
Total	1,477,346	1,207,736	1,353,994	979,747
Total FTE Positions	3	4	4	4
Revenues:				
Grants	218,714	0	218,715	218,715
General Fund Contribution	1,258,632	1,207,736	1,135,279	761,032
Total	1,477,346	1,207,736	1,353,994	979,747

BUDGET HIGHLIGHTS

- The FY 13-14 Adopted Budget is increasing approximately \$146,000 or 12.1%.
- A large majority of the budgeted increase is due to economic development incentives, which includes incentives to Park View Development and 102 North Elm Street Associates, LLC for the Southeastern Building.

